

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE (REV 11-2000)		ATTORNEY'S DOCKET NUMBER <b>219595US2PCT</b>
TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A FILING UNDER 35 U.S.C. 371		U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR <b>10/049908</b>
INTERNATIONAL APPLICATION NO. <b>PCT/CH00/00053</b>	INTERNATIONAL FILING DATE <b>FEBRUARY 1, 2000</b>	PRIORITY DATE CLAIMED <b>NONE</b>
TITLE OF INVENTION <b>SYSTEM AND METHOD FOR DISTRIBUTION OF PICTURE OBJECTS</b>		
APPLICANT(S) FOR DO/EO/US <b>Rudolf RITTER, et al.</b>		
Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:		
<ol style="list-style-type: none"> <li><input checked="" type="checkbox"/> This is a <b>FIRST</b> submission of items concerning a filing under 35 U.S.C. 371.</li> <li><input type="checkbox"/> This is a <b>SECOND</b> or <b>SUBSEQUENT</b> submission of items concerning a filing under 35 U.S.C. 371.</li> <li><input checked="" type="checkbox"/> This is an express request to begin national examination procedures (35 U.S.C. 371(f)). The submission must include items (5), (6), (9) and (24) indicated below.</li> <li><input checked="" type="checkbox"/> The US has been elected by the expiration of 19 months from the priority date (Article 31).</li> <li><input checked="" type="checkbox"/> A copy of the International Application as filed (35 U.S.C. 371 (c) (2))             <ol style="list-style-type: none"> <li><input type="checkbox"/> is attached hereto (required only if not communicated by the International Bureau).</li> <li><input checked="" type="checkbox"/> has been communicated by the International Bureau.</li> <li><input type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US).</li> </ol> </li> <li><input checked="" type="checkbox"/> An English language translation of the International Application as filed (35 U.S.C. 371(c)(2)).             <ol style="list-style-type: none"> <li><input checked="" type="checkbox"/> is attached hereto.</li> <li><input type="checkbox"/> has been previously submitted under 35 U.S.C. 154(d)(4).</li> </ol> </li> <li><input checked="" type="checkbox"/> Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371 (c)(3))             <ol style="list-style-type: none"> <li><input type="checkbox"/> are attached hereto (required only if not communicated by the International Bureau).</li> <li><input type="checkbox"/> have been communicated by the International Bureau.</li> <li><input type="checkbox"/> have not been made; however, the time limit for making such amendments has NOT expired.</li> <li><input checked="" type="checkbox"/> have not been made and will not be made.</li> </ol> </li> <li><input type="checkbox"/> An English language translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).</li> <li><input checked="" type="checkbox"/> An oath or declaration of the inventor(s) (35 U.S.C. 371 (c)(4)).</li> <li><input checked="" type="checkbox"/> An English language translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371 (c)(5)).</li> <li><input type="checkbox"/> A copy of the International Preliminary Examination Report (PCT/IPEA/409).</li> <li><input checked="" type="checkbox"/> A copy of the International Search Report (PCT/ISA/210).</li> </ol>		
Items 13 to 20 below concern document(s) or information included:		
<ol style="list-style-type: none"> <li><input checked="" type="checkbox"/> An Information Disclosure Statement under 37 CFR 1.97 and 1.98.</li> <li><input checked="" type="checkbox"/> An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.</li> <li><input checked="" type="checkbox"/> A <b>FIRST</b> preliminary amendment.</li> <li><input type="checkbox"/> A <b>SECOND</b> or <b>SUBSEQUENT</b> preliminary amendment.</li> <li><input type="checkbox"/> A substitute specification.</li> <li><input type="checkbox"/> A change of power of attorney and/or address letter.</li> <li><input type="checkbox"/> A computer-readable form of the sequence listing in accordance with PCT Rule 13ter.2 and 35 U.S.C. 1.821 - 1.825.</li> <li><input type="checkbox"/> A second copy of the published international application under 35 U.S.C. 154(d)(4).</li> <li><input type="checkbox"/> A second copy of the English language translation of the international application under 35 U.S.C. 154(d)(4).</li> <li><input type="checkbox"/> Certificate of Mailing by Express Mail</li> <li><input checked="" type="checkbox"/> Other items or information:</li> </ol>		
<b>DRAWING (1 SHEET)</b> <b>PTO 1449</b> <b>AMENDED PAGES (2, 2a, 20, 21, 22, 23, 24)</b>		

U.S. APPLICATION NO. (IF KNOWN SEE 37 CFR <b>10/049908</b>	INTERNATIONAL APPLICATION NO. <b>PCT/CH00/00053</b>	ATTORNEY'S DOCKET NUMBER <b>21959US2PCT</b>
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24. The following fees are submitted:

**BASIC NATIONAL FEE (37 CFR 1.492 (a) (1) - (5)) :**

<input type="checkbox"/> Neither international preliminary examination fee (37 CFR 1.482) nor international search fee (37 CFR 1.445(a)(2)) paid to USPTO and International Search Report not prepared by the EPO or JPO .....	\$1040.00
<input checked="" type="checkbox"/> International preliminary examination fee (37 CFR 1.482) not paid to USPTO but International Search Report prepared by the EPO or JPO .....	\$890.00
<input type="checkbox"/> International preliminary examination fee (37 CFR 1.482) not paid to USPTO but international search fee (37 CFR 1.445(a)(2)) paid to USPTO .....	\$740.00
<input type="checkbox"/> International preliminary examination fee (37 CFR 1.482) paid to USPTO but all claims did not satisfy provisions of PCT Article 33(1)-(4) .....	\$710.00
<input type="checkbox"/> International preliminary examination fee (37 CFR 1.482) paid to USPTO and all claims satisfied provisions of PCT Article 33(1)-(4) .....	\$100.00

**CALCULATIONS PTO USE ONLY**

**ENTER APPROPRIATE BASIC FEE AMOUNT =**

**\$890.00**

Surcharge of **\$130.00** for furnishing the oath or declaration later than  20  30 months from the earliest claimed priority date (37 CFR 1.492 (e)).

**\$0.00**

CLAIMS	NUMBER FILED	NUMBER EXTRA	RATE	
Total claims	22 - 20 =	2	x \$18.00	<b>\$36.00</b>
Independent claims	2 - 3 =	0	x \$84.00	<b>\$0.00</b>

Multiple Dependent Claims (check if applicable).	<input type="checkbox"/>	<b>\$0.00</b>
<b>TOTAL OF ABOVE CALCULATIONS</b>	=	<b>\$926.00</b>

<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27). The fees indicated above are reduced by 1/2.	<b>\$0.00</b>
<b>SUBTOTAL</b>	<b>\$926.00</b>

Processing fee of <b>\$130.00</b> for furnishing the English translation later than <input type="checkbox"/> 20 <input type="checkbox"/> 30 months from the earliest claimed priority date (37 CFR 1.492 (f)).	<input type="checkbox"/>	<b>\$0.00</b>
<b>TOTAL NATIONAL FEE</b>	<b>=</b>	<b>\$926.00</b>

Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31) (check if applicable).	<input checked="" type="checkbox"/>	<b>\$40.00</b>
<b>TOTAL FEES ENCLOSED</b>	<b>=</b>	<b>\$966.00</b>
	Amount to be: refunded	\$
	charged	\$

- A check in the amount of **\$966.00** to cover the above fees is enclosed.
- Please charge my Deposit Account No. \_\_\_\_\_ in the amount of \_\_\_\_\_ to cover the above fees. A duplicate copy of this sheet is enclosed.
- The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. **15-0030** A duplicate copy of this sheet is enclosed.
- Fees are to be charged to a credit card. **WARNING:** Information on this form may become public. **Credit card information should not be included on this form.** Provide credit card information and authorization on PTO-2038.

NOTE: Where an appropriate time limit under 37 CFR 1.494 or 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status.

SEND ALL CORRESPONDENCE TO:

Surinder Sachar  
Registration No. 34,423



**22850**

*Surinder Sachar*  
SIGNATURE

Marvin J. Spivak  
NAME

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REGISTRATION NUMBER

*Feb. 20 2002*  
DATE

10/049908

1C10 Recd PCT/PTO 20 FEB 2002

219595US

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF

RUDOLF RITTER ET AL. : ATTN: APPLICATION DIVISION

SERIAL NO: NEW U.S. PCT APPLICATION :  
(Based on PCT/CH00/00053)

FILED: HEREWITH :

FOR: SYSTEM AND METHOD FOR :  
DISTRIBUTION OF PICTURE OBJECTS

PRELIMINARY AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

Prior to a first examination on the merits, please amend the above-identified application as follows:

IN THE CLAIMS

Please amend Claims 1-22 to read as follows:<sup>1</sup>

1. (Amended) A system for distributing picture objects comprising a communications network, at least one media center connected to this communications network, a user interests database connected to the media center, in which user interests database user interests profiles are stored, a picture object database connected to the media center, in which picture object database the picture objects and picture object information assigned to these picture objects are stored, and one or more communications terminals

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<sup>1</sup>A marked-up copy of the amendments are attached hereto.

connectible to this communications network which each have a display unit by means of which display unit the picture objects are made visible to a user of one of the communications terminals, wherein

user identification data assigned to the user interests profiles are stored in the user interests database, and

the media center comprises means of carrying out the following functions:

receiving user identification data which are transmitted in each case by one of the communications terminal via the communications network to the media center,

determining the user interests profile which is assigned to the received user identification data,

determining picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

transmitting at least one of the selected picture objects over the communications network to the respective communications terminal from which the received user identification data were transmitted.

2. (Amended) The system according to claim 1, wherein the communications terminals each comprise a direction-of-view-determining module for determining the current direction of view of at least one eye of the user, and wherein the media center comprises a direction-of-view-evaluation module, which, on the basis of the current direction of view that is transmitted in each case by the respective communications terminal over the communications network to the media center, and on the basis of video objects and/or picture objects transmitted from the media center over the communications network to the respective communications terminal, determines picture objects being viewed by the user of the respective communications terminal.

3. (Amended) The system according to claim 2, wherein the media center comprises an interests-determining module which, on the basis of the picture objects selected through the direction-of-view-evaluation module, determines user interests profiles and stores them in the user interests database.

4. (Amended) The system according to claim 2, wherein the picture object information includes order numbers, the user identification data for a respective user include an unambiguous user identification, and the media center includes an order module which initiates an order for one of the selected picture objects, for which order the order number assigned to this picture object and the unambiguous user identification of the respective user are used.

5. (Amended) The system according to claim 1, wherein the media center comprises means for inserting the selected picture objects into video objects, which video objects are transmitted from the media center over the communications network to a respective communications terminal, where they are made visible to the user of the respective communications terminal by means of the display unit.

6. (Amended) The system according to claim 5, wherein it includes a video synthesizer for generating video objects from stored media objects, the media objects to which media object information is assigned being selected such that the media object information has at least one correlation with the information from the determined user interests profile.

7. (Amended) The system according to claim 1, wherein the user identification data include biometric user features, and the communications terminals have sensors for capturing these biometric user features.

8. (Amended) The system according to claim 7, wherein the biometric user features comprise retinal patterns, and the sensors comprise micro-electromechanical scanners for capturing these retinal patterns.

9. (Amended) The system according to claim 1, wherein the display unit comprises a virtual retinal display unit which projects light signals corresponding to video objects and/or picture objects directly onto the retina of the user.

10. (Amended) The system according to claim 1, wherein the communications network comprises a mobile radio network, and the communications terminals comprise mobile radio devices.

11. (Amended) The system according to claim 1, wherein it comprises a picture object input module for receiving picture objects and assigned picture object information relating in each case to products and/or services and being entered via a communications network by providers of such products and/or services, and for storing the received picture objects and assigned picture object information in the picture object database.

12. (Amended) A method for distributing picture objects, in which method the picture objects are taken from a picture object database connected to a media center, in which picture object database picture objects and picture object information assigned to these picture objects are stored and are transmitted by the media center over a communications network to one or more communications terminals connectible to this communications network, and in which method the picture objects are made visible to a user of one of the communications terminals in each case by means of a display unit of the communications terminal, wherein

user identification data are received by the media center which data are transmitted in each case over the communications network to the media center by one of the communications terminals,

the user interests profile assigned in each case to the received user identification data is determined by the media center from a user interests database connected to the media center, in which database user interests profiles and user identification data assigned to these user interests profiles are stored,

selected by the media center from the picture object database are picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

at least one of the selected picture objects is transmitted by the media center over the communications network to the respective communications terminal from which the received user identification data were transmitted.

13. (Amended) The method according to claim 12, wherein the current direction of view of at least one eye of the user is determined in each case by a direction-of-view-determining module of the respective communications terminal, the determined current direction of view is transmitted in each case by the respective communications terminal over the communications network to the media center, and picture objects which are viewed by the user of the respective communications terminal are determined by a direction-of-view-evaluation module of the media center on the basis of the determined current direction of view and on the basis of video objects and/or picture objects which have been transmitted from the media center over the communications network to the respective communications terminal.

14. (Amended) The method according to claim 13, wherein user interests profiles are determined by an interests-determining module of the media center on the basis of the picture objects selected through the direction-of-view-evaluation module and are stored in the user interests database.

15. (Amended) The method according to claim 13, wherein the picture object information includes order numbers, the user identification data for a respective user includes an unambiguous user identification, and an order is initiated by an order module of the media center for one of the selected picture objects, the order number assigned to this picture object and the unambiguous user identification of the respective user being used for the order.

16. (Amended) The method according to claim 12, wherein the selected picture objects are inserted in video objects by the media center, which video objects are transmitted from the media center over the communications network to a respective communications terminal, where they are made visible to the user of the respective communications terminal by means of the display unit.

17. (Amended) The method according to claim 16, wherein the video objects are generated by a video synthesizer from stored media objects, the media objects, to which media object information is assigned, being selected such that the media object information has at least one correlation with the information from the determined user interests profile.

18. (Amended) The method according to claim 12, wherein biometric user features are captured in the communications terminals by means of sensors, which biometric user features are inserted into the user identification data.

19. (Unchanged) The method according to claim 18, wherein retinal patterns are captured by means of microelectromechanical scanners, which retinal patterns are inserted into the user identification data.

20. (Amended) The method according to claim 12, wherein light signals corresponding to video objects and/or picture objects are projected directly onto the retina of the user by means of a virtual retinal display unit.

21. (Amended) The method according to claim 12, wherein the communications network comprises a mobile radio network and the communications terminals comprise mobile radio devices.

22. (Amended) The method according to claim 12, wherein picture objects and associated picture object information relating in each case to products and/or services and entered over a communications network by providers of such products and/or services are received in the media center and are stored in the picture object database.

IN THE ABSTRACT

Page 25, please delete the present Abstract in its entirety and substitute therefor the following new Abstract:

## Abstract

A system and a suitable method for distribution of picture objects which are stored with assigned picture object information in a picture object database. In a media center of the system, user identification data are received which are transmitted to the media center by communications terminals via a communications network. In the media center user interests profiles are defined which, assigned to the received user identification data, are stored in a user interests database. On the basis of the correlation of particular user interests profiles with picture object information, picture objects are selected and transmitted via the communications network to the respective communications terminal from which the received user identification data were transmitted. The current direction of view of a user of the communications terminal is determined and transmitted to the media center, where picture objects which are viewed by the user are identified based thereon. From picture object information assigned to the picture objects viewed by the user, user interests profiles are determined and stored in the user interests database.

REMARKS

Favorable consideration of this application, as presently amended, is respectfully requested.

The present Preliminary Amendment is submitted to place the above-identified application in more proper format under United States practice.

By the present preliminary amendment, the claims are amended to no longer recite any reference numerals or improper multiple dependencies. The amendments to the claims are deemed to be self-evident from the original disclosure, and thus are not deemed to raise any issues of new matter.

The Abstract has also been amended by the present response to delete multiple dependencies and to make minor clarifications.

The present application is believed to be in condition for a full and thorough examination on the merits. An early and favorable consideration of the present application is hereby respectfully requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,  
MAIER & NEUSTADT, P.C.



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<b>Marked-Up Copy</b>
Serial No:
<u>2-20-2002</u>
Amendment Filed on:

IN THE CLAIMS

Please amend Claims 1-22 to read as follows:

1. (Amended) A system [(1)] for distributing picture objects comprising a communications network [(3)], at least one media center [(2)] connected to this communications network [(3)], a user interests database [(292)] connected to the media center [(2)], in which user interests database [(292)] user interests profiles are stored, a picture object database [(291)] connected to the media center [(2)], in which picture object database [(291)] the picture objects and picture object information assigned to these picture objects are stored, and one or more communications terminals [(4, 4', 4"')] connectible to this communications network [(3)] which each have a display unit [(41)] by means of which display unit [(41)] the picture objects are made visible to a user of one of the communications terminals [(4)], wherein

user identification data assigned to the user interests profiles are stored in the user interests database [(292)], and

the media center [(2)] comprises means of carrying out the following functions:

[-] receiving user identification data which are transmitted in each case by one of the communications terminal [(4, 4', 4"')] via the communications network [(3)] to the media center [(2)],

[-] determining the user interests profile which is assigned to the received user identification data,

[-] determining picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

[-] transmitting at least one of the selected picture objects over the communications network [(3)] to the respective communications terminal [(4)] from which the received user identification data were transmitted.

2. (Amended) The system [(1)] according to claim 1, wherein the communications terminals [(4)] each comprise a direction-of-view-determining module [(42)] for determining the current direction of view of at least one eye of the user, and wherein the media center [(2)] comprises a direction-of-view-evaluation module [(23)], which, on the basis of the current direction of view that is transmitted in each case by the respective communications terminal [(4)] over the communications network [(3)] to the media center [(2)], and on the basis of video objects and/or picture objects transmitted from the media center [(2)] over the communications network [(3)] to the respective communications terminal [(4)], determines picture objects being viewed by the user of the respective communications terminal [(4)].

3. (Amended) The system [(1)] according to claim 2, wherein the media center [(2)] comprises an interests-determining module [(25)] which, on the basis of the picture objects selected through the direction-of-view-evaluation module [(23)], determines user interests profiles and stores them in the user interests database [(292)].

4. (Amended) The system [(1)] according to claim 2 [one of the claims 2 or 3], wherein the picture object information includes order numbers, the user identification data for a respective user include an unambiguous user identification, and the media center [(2)] includes an order module [(22)] which initiates an order for one of the selected picture

objects, for which order the order number assigned to this picture object and the unambiguous user identification of the respective user are used.

5. (Amended) The system [(1)] according to claim 1 [one of the claims 1 to 4], wherein the media center [(2)] comprises means for inserting the selected picture objects into video objects, which video objects are transmitted from the media center [(2)] over the communications network [(3)] to a respective communications terminal [(4)], where they are made visible to the user of the respective communications terminal [(4)] by means of the display unit [(41)].

6. (Amended) The system [(1)] according to claim 5, wherein it includes a video synthesizer [(27)] for generating video objects from stored media objects, the media objects to which media object information is assigned being selected such that the media object information has at least one correlation with the information from the determined user interests profile.

7. (Amended) The system [(1)] according to [one of the claims 1 to 6] claim 1, wherein the user identification data include biometric user features, and the communications terminals [(4)] have sensors [(43)] for capturing these biometric user features.

8. (Amended) The system [(1)] according to claim 7, wherein the biometric user features comprise retinal patterns, and the sensors [(43)] comprise micro-electromechanical scanners for capturing these retinal patterns.

9. (Amended) The system [(1)] according to [one of the claims 1 to 8] claim 1, wherein the display unit [(41)] comprises a virtual retinal display unit which projects light signals corresponding to video objects and/or picture objects directly onto the retina of the user.

10. (Amended) The system [(1)] according to [one of the claims 1 to 9] claim 1, wherein the communications network [(3)] comprises a mobile radio network, and the communications terminals [(4, 4', 4"')] comprise mobile radio devices.

11. (Amended) The system [(1)] according to [one of the claims 1 to 10] claim 1, wherein it comprises a picture object input module [(24)] for receiving picture objects and assigned picture object information relating in each case to products and/or services and being entered via a communications network [(5)] by providers of such products and/or services, and for storing the received picture objects and assigned picture object information in the picture object database [(291)].

12. (Amended) A method for distributing picture objects, in which method the picture objects are taken from a picture object database [(291)] connected to a media center [(2)], in which picture object database [(291)] picture objects and picture object information assigned to these picture objects are stored and are transmitted by the media center [(2)] over a communications network [(3)] to one or more communications terminals [(4, 4', 4"')] connectible to this communications network [(3)], and in which method the picture objects are made visible to a user of one of the communications terminals [(4)] in each case by means of a display unit [(41)] of the communications terminal [(4)], wherein

user identification data are received by the media center [(2)] which data are transmitted in each case over the communications network [(3)] to the media center [(2)] by one of the communications terminals [(4)],

the user interests profile assigned in each case to the received user identification data is determined by the media center [(2)] from a user interests database [(292)] connected to the media center [(2)], in which database user interests profiles and user identification data assigned to these user interests profiles are stored,

selected by the media center [(2)] from the picture object database [(291)] are picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

at least one of the selected picture objects is transmitted by the media center [(2)] over the communications network [(3)] to the respective communications terminal [(4)] from which the received user identification data were transmitted.

13. (Amended) The method according to claim 12, wherein the current direction of view of at least one eye of the user is determined in each case by a direction-of-view-determining module [(43)] of the respective communications terminal [(4)], the determined current direction of view is transmitted in each case by the respective communications terminal [(4)] over the communications network [(3)] to the media center [(2)], and picture objects which are viewed by the user of the respective communications terminal [(4)] are determined by a direction-of-view-evaluation module [(23)] of the media center [(2)] on the basis of the determined current direction of view and on the basis of video objects and/or picture objects which have been transmitted from the media center [(2)] over the communications network [(3)] to the respective communications terminal [(4)].

14. (Amended) The method according to claim 13, wherein user interests profiles are determined by an interests-determining module [(25)] of the media center [(2)] on the basis of the picture objects selected through the direction-of-view-evaluation module [(23)] and are stored in the user interests database [(292)].

15. (Amended) The method according to [one of the claims 13 or 14] claim 13, wherein the picture object information includes order numbers, the user identification data for a respective user includes an unambiguous user identification, and an order is initiated by an order module [(22)] of the media center [(2)] for one of the selected picture objects, the order

number assigned to this picture object and the unambiguous user identification of the respective user being used for the order.

16. (Amended) The method according to [one of the claims 12 to 15] claim 12, wherein the selected picture objects are inserted in video objects by the media center [(2)], which video objects are transmitted from the media center [(2)] over the communications network [(3)] to a respective communications terminal [(4)], where they are made visible to the user of the respective communications terminal [(4)] by means of the display unit [(41)].

17. (Amended) The method according to claim 16, wherein the video objects are generated by a video synthesizer [(27)] from stored media objects, the media objects, to which media object information is assigned, being selected such that the media object information has at least one correlation with the information from the determined user interests profile.

18. (Amended) The method according to [one of the claims 12 to 17] claim 12, wherein biometric user features are captured in the communications terminals [(4)] by means of sensors [(43)], which biometric user features are inserted into the user identification data.

19. (Unchanged) The method according to claim 18, wherein retinal patterns are captured by means of microelectromechanical scanners, which retinal patterns are inserted into the user identification data.

20. (Amended) The method according to [one of the claims 12 to 19] claim 12, wherein light signals corresponding to video objects and/or picture objects are projected directly onto the retina of the user by means of a virtual retinal display unit [(41)].

21. (Amended) The method according to [one of the claims 12 to 20] claim 12, wherein the communications network [(3)] comprises a mobile radio network and the communications terminals [(4, 4', 4'')] comprise mobile radio devices.

22. (Amended) The method according to [one of the claims 12 to 21] claim 12,  
wherein picture objects and associated picture object information relating in each case to  
products and/or services and entered over a communications network [(5)] by providers of  
such products and/or services are received in the media center [(2)] and are stored in the  
picture object database [(291)].

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**System and Method for Distribution of Picture Objects**

This invention relates to a system and a method for distribution of picture objects. In particular, this invention relates to a system and a method for distribution of picture objects which are stored in a picture object database

- 5 connected to a media center, picture object information being assigned in each case to the picture objects in the picture object database, the picture objects being transmitted from the media center over a communications network to one or more communications terminals connectible to this communications network, and the picture objects being made visible in each case to a user of the
- 10 communications terminal by means of a display unit of the communications terminal.

Methods and systems are known in which centrally stored picture objects provided with assigned object information are transmitted over a communications network to communications terminals and are made visible in each case to users of these communications terminals by means of a display unit of the communications terminal. In the following text, designated as picture objects will be data files comprising a picture content that is preferably established according to a suitable media and/or picture data standard and which is able to be made visible on a display unit to a user through suitable means, for example functions carried out through software or hardware, in particular decompression/compression and reproduction functions. The picture content of these picture objects concerns, for example, still pictures, e.g. digitalized photos, graphics and/or text. It can also concern, however, moving pictures, for instance video sequences. For example, such picture objects are transmitted by web servers over the Internet to communications terminals, such as, for instance, personal computers, and are made visible there to the respective user through a display device, e.g. a screen. In such known systems and methods, picture objects are at most transmitted to the communications terminal of the user in a way dependent upon how the user navigates through different pages available at the web server, i.e. which navigation commands and/or search commands and search parameters the user enters, without individual picture objects being selected by the web server in a user-specific way and being transmitted to the user.

Described in the patent publication US 5,758,257 are a system and method for scheduling the broadcast of and the access to video programs based on user profiles. According to the teachings of US 5,758,257, user profiles are determined for users of television cable networks based on viewing habits of the user in each case in a set top box connected to the television set and are stored in the set top box. From the video programs of the regular television channels received via the television cable network, virtual channels are generated, based on these user profiles, in the set top boxes in each case the contents of which correspond as much as possible to the interests of the respective user. According to US 5,758,257, a plurality of user profiles can be stored in a set top box to which different user identifications are assigned in each case so that individual user profiles can be activated for each of the respective users for the generation of the virtual channels. According to US 5,758,257, user profile information can be transmitted from the set top boxes via a return channel, for instance a telephone network, to the head end of the television cable network, where, based thereon, an overall user profile is determined which summarizes the viewing habits of all users. Based on this overall user profile, according to the teachings of US 5,758,257, the scheduling of video programs to be distributed over the television cable network is continuously made possible in the head end.

It is an object of this invention to propose a new and better system and a new and better method for distributing picture objects which make it possible for picture objects to be selected in a user-specific way and transmitted to the communications terminal of a respective user without the respective user having to enter commands and/or data for this user-specific selection.

These aims are achieved according to the invention in particular through the elements of the independent claims. Further, preferred embodiments follow moreover from the dependent claims and from the description.

This object is achieved through the present invention in particular in that, in a system for distributing picture objects comprising

30 a communications network,

**AMENDED PAGE**

at least one media center connected to this communications network,  
a picture object database connected to the media center in which picture object database the picture objects and picture object information assigned to these picture objects are stored, and

5 one or more communications terminals connectible to this communications network each having a display unit by means of which display unit the picture objects are made visible to a user of the communications terminal,

user identification data are received by the media center which are transmitted

10 in each case from one of the communications terminals over the communications network to the media center,

the user interests profile assigned to the received user identification data is determined by the media center from a user interests database, connected to the media center, in which database are stored user interests profiles and user

15 identification data assigned to these user interests profiles,

selected by the media center from the picture object database are picture objects to which picture object information is assigned having at least one point of correspondence, i.e. at least one correlation based on a predefined correlation value, with information from the selected user interests profile, and

20 at least one of the selected picture objects is transmitted by the media center over the communications network to the respective communications terminal

from which the received user identification data was transmitted. The receipt of user identification data from a communications terminal of a user, the determining of a user interests profile assigned to these user identification data, and the selection and transmission of picture objects on the basis of the

5 determined user interests profile and on the basis of the picture object information assigned to the picture objects by the media center has the advantage that picture objects can be selected by the media center in a user-specific way and transmitted to the communications terminal of the user without this user having to enter commands and/or data.

10 The current direction of view of at least one eye of a user is preferably determined in each case by a direction-of-view-determining module of the communications terminal of the respective user, the determined current direction of view in each case is transmitted from this communications terminal via the communications network to the media center, and picture objects which

15 are viewed by the user of this communications terminal are determined by a direction-of-view-evaluation module of the media center on the basis of the determined current direction of view and on the basis of video objects and/or picture objects which have been transmitted from the media center over the communications network to this communications terminal. The capturing of

20 picture objects that are viewed by the user has the advantage that it can be statistically evaluated which picture objects are viewed as a whole or in particular by specific users. If, for example, the picture objects relate to advertising for services and/or products that are offered by a respective provider, the distribution efficiency of this kind of advertising can be evaluated

25 without data having to be given by the user.

User interests profiles are preferably determined by an interests-determining module of the media center on the basis of the selected picture objects and are stored in the user interests database. The advantage of determining user interests profiles on the basis of selected picture objects that

30 are viewed by individual users is that these user interests profiles can be determined in the media center dynamically and automatically without commands and/or data having to be entered by the users for this purpose.

In an embodiment variant, the picture object information includes order numbers, the user identification data include an unambiguous user

identification, and an order is initiated by an order module of the media center for one of the selected picture objects, the order number assigned to this picture object and the unambiguous user identification being used for the order. The advantage of providing picture objects with order numbers and of initiating

5 an order on the basis of a particular picture object being viewed by the user is that no data relating to the object desired have to be given, which object corresponds to the picture content of the picture object being viewed by the respective user, and no data concerning the desired object have to be requested from the user by the media center.

10 In an embodiment variant, the selected picture objects are inserted into video objects by the media center, which video objects are transmitted from the media center over the communications network to the respective communications terminal, where they are made visible to the user of the respective communications terminal by means of the display unit. The insertion

15 of picture objects into video objects which are transmitted to the communications terminal of a respective user and are made visible there to this user by means of a display unit is that picture objects can be made visible to the user during the viewing of video objects, these picture objects being able to be selected according to the interests profile of the respective user, as

20 mentioned above. It should be mentioned here as a concrete application, for example, that films (video objects) can be played for the user free of charge into which picture objects are inserted from time to time whose picture content relates to advertising for products and/or services that are offered by a provider and that correspond to the respective user interests profile.

25 In an embodiment variant, the video objects are generated by a video synthesizer from stored media objects, the media objects, to which media object information is assigned, e.g. by the video synthesizer, being selected such that the media object information has at least one point of correspondence, i.e. at least one correlation based on a predefined correlation

30 value, with the information from the determined user interests profile. The advantage of generating the video objects from media objects that are selected in particular according to the interests profile of the respective user is that the video objects can be generated dynamically and user-specifically by the video synthesizer. A further advantage is that picture objects can be inserted into the

35 video objects in such a way that they are perceived by the user as a component

of the video sequences corresponding to the video objects, i.e. the picture objects are perceived as an integral part of the viewed video sequences.

In an embodiment variant, biometric features are captured in the communications terminals by means of sensors, which biometric features are

- 5 inserted into the user identification data. The advantage of this embodiment variant is that, on the one hand, biometric features, for example fingerprints, eye patterns, facial features and/or voice patterns, have a high level of security, and a user does not have to remember special codes or carry around with him separate means of identification, and, on the other hand, the capturing of these
- 10 biometric data through corresponding sensors at the communications terminal makes unnecessary the entry of data relating thereto by the user. To establish the identity of a user, the biometric features can be assigned further user data in a database, for example name, address and bank connection. The biometric features can also be used for mere (anonymous) re-identification of a
- 15 respective user, however, the biometric features not being assigned any further data for identification of the user.

In an embodiment variant, retinal patterns are captured by means of microelectromechanical scanners, which retinal patterns are inserted into the user identification data. The advantage of the retinal patterns is that they make

- 20 possible an unambiguous user (re-) identification that meets high security requirements, in particular because retinal patterns are not very variable biometric features that change only insignificantly in the course of time. The use of microelectromechanical scanners for capturing the retinal patterns has the advantage that the microelectromechanical scanners have very small
- 25 dimensions and can also be a component of a virtual retinal display device, for instance. In an embodiment variant, light signals corresponding to the video objects and/or the picture objects are projected directly on the retina of the user by means of such a virtual retinal display unit.

In an embodiment variant, the communications network comprises a

- 30 mobile radio network, for instance a GSM network (Global System for Mobile Communications), a UMTS network (Universal Mobile Telephone System) and/or another, e.g. satellite-based, mobile radio network, and the communications terminals comprise mobile radio devices, for instance mobile radio telephones and/or portable communication-capable computers. The

advantage of using mobile radio networks as the communications networks and mobile radio devices as the communications terminals in the system according to the invention is that the users can be mobile and can move about freely.

In an embodiment variant, picture objects and assigned picture object

- 5 information relating in each case to products and/or services and entered by providers of such products and/or services over a communications network, for example a mobile radio network or a fixed network, in particular the Internet or the public switched telephone network or an ISDN network, are received and stored in a picture object database. The advantage of this embodiment variant
- 10 is that direct access to an advertising platform is thereby given to providers of products and/or services, via which access the providers can enter on their own initiative and self-sufficiently picture objects and picture object information belonging thereto into the system according to the invention for automatic and user-specific distribution of picture objects.

- 15 One embodiment of the present invention will be described in the following with reference to an example. The example of the embodiment is illustrated by the single attached figure:

- 20 Figure 1 shows a block diagram of the system for distribution of picture objects, which block diagram represents schematically a media center that is connected via a communications network to communications terminals, each having a display unit and a direction-of-view-determining module.

- 25 In Figure 1, the reference numeral 1 refers to the system for distribution of picture objects. A description of the picture objects has already been given in the introduction; mentioned here in particular should be picture objects according to the MPEG-4 standard, an ISO/IEC standard (ISO/IEC 14496) developed by MPEG (Moving Picture Expert Group) and relating to which an overview was available at the time of the application, for instance on the Internet page [www.cselt.stet.it/mpeg/standards/mpeg-4](http://www.cselt.stet.it/mpeg/standards/mpeg-4). MPEG-4 offers a standard for a) representing objects with audible, visible or audiovisual content,
- 30 so-called media objects, whose content can be of natural origin (recorded through microphone and/or camera) or synthetic origin (generated by computer); b) describing the combination of such media objects into composite media objects forming audiovisual scenes; c) multiplexing or synchronization of data of such media objects for transmission over communications networks;

and d) the interaction with audiovisual scenes which are generated at the recipient. According to MPEG-4, audiovisual scenes composed of a plurality of hierarchically organized media objects, for instance of still picture objects, e.g. a still background, of moving picture objects, which are also referred to here as

5 video objects, e.g. a singing musician, and of audio objects, e.g. the song of the musician. MPEG-4 defines the coded representation of media objects with content of natural or synthetic origin, which can be executed in two-dimensional or three-dimensional form. To achieve the present invention, the MPEG-4 standard, or a further development of the MPEG-4 standard or a similar

10 standard is preferably used as the standard for still picture objects, for moving picture objects (or video objects), and for audio objects, the still picture objects and the moving picture objects (video objects) being simple or composite media objects according to this preferred standard, and these media objects also being able to comprise audio objects, as mentioned above. For end-to-end

15 transmission of the media objects over communications networks 3, 5, the Delivery Multimedia Integration Framework (DMIF) protocol defined in MPEG-4 can be used. For the description of scenes that are made up of individual media objects, the Binary Format for Scenes (BIFS) defined in MPEG-4 can be used which is based on the Virtual Reality Modeling Language (VRML). The

20 scene description is coded and transmitted together with the individual media objects.

A communications network 3 is shown schematically in Figure 1 as part of the system 1 for distribution of picture objects, via which communication-capable communications terminals 4, 4', 4" are able to communicate with a

25 media center 2, i.e. in particular exchange data. The communications network 3 can comprise a plurality of communications networks of different kinds, for instance fixed networks, e.g. the public switched telephone network, an ISDN network (Integrated Services Digital Network), a PLC network (Power Line Communication) or an IP network (Internet Protocol), in particular the

30 worldwide Internet, and/or mobile radio networks, for instance GSM or UMTS networks or another, e.g. satellite-based, mobile radio network. Accordingly the communications terminals 4, 4', 4" connectable to the communications network 3 can comprise communications terminals of different kinds, for example fixed-installed communications terminals 4', for instance a personal

35 computer or terminal accessible to the public, or portable communication-

capable computers 4", e.g. laptop computers, palmtop computers or mobile data assistants (PDA, Personal Data Assistant) with suitable communications modules, or mobile radio devices, in particular mobile radio telephones 4. For the transport of data, in particular data of the picture and video objects,

5 between the media center 2 and the mobile radio telephone 4', GPRS services (Generalized Packet Radio Services) or HSCSD services (High Speed Circuit Switched Data) can be used, for example, or other suitable services. The communications network 3 can also comprise a unidirectional broadcast system, for instance a DAB (Digital Audio Broadcasting) or DVB system (Digital

10 Video Broadcasting), via which media objects are transmitted from the media center 2 to the communications terminals 4, 4', 4", which are equipped with DAB or DVB receivers for this purpose, and which comprise for the return channel to the media center 2 a suitable communications module for communication over a fixed or mobile radio network of the communications

15 network 3. It should be indicated by way of the three points in Figure 1 that a multiplicity of communications terminals 4, 4', 4" are connectible to the media center 2 via the communications network 3. Although, in Figure 1, certain components of the communications terminals have been shown only for the mobile radio telephone, all these components can also be available with the

20 other communications terminals 4' and 4". Mentioned here as examples of such certain components should be the display unit 41, the direction-of-view-determining module 42 and the retina scanner 43, which are connected to the mobile radio telephone 4 via a device interface having contacts or without contacts, for instance.

25 The display unit 41 is, for example, a virtual retinal display unit 41, which makes picture objects visible to the user in that it projects light signals corresponding to the picture objects directly on the retina of the eye of the user. For this projecting and capturing of light reflected or emitted by objects, the display device 41 comprises at least one microelectromechanical (MEMS,

30 MicroElectroMechanical System) element, in particular a microelectro-mechanical scanner. The use of microelectromechanical scanners comprising a microelectromechanical element with a biaxial mirror for projecting picture objects into a direct retinal display unit and/or for receiving light reflected or emitted by objects is described, for example, in the patent application WO

35 98/13720. A virtual retinal display unit (Virtual Retinal Display, VRD) which is

able to project light signals corresponding to picture objects directly onto the retina of a viewer has been described, for example, in the patent applications WO 94/09472, WO 97/37339 and in the above-mentioned patent application WO 98/13720. These virtual retinal display units can be supplied via a video 5 interface with data on picture objects, for instance in the form of a RGB signal, a NTSC signal, a VGA signal or another formatted color or monochrome video or graphic signal. One skilled in the art will understand that it can be advantageous to adapt the virtual retinal display device described in the mentioned patent publications WO 94/09472 and WO 97/37339, or 10 respectively the video interface described there, such that it is able to receive and process different data formats efficiently, depending upon the picture objects used. By means of an interface module (not shown), which is installed in the communications terminal 4, for instance, data on picture objects can also be suitably adapted to the video interface, or respectively received data on 15 picture objects can be converted in such a way as to be able to be applied to the video interface and made visible to the user by means of the virtual retinal display unit 41.

The components of the display device 41 are preferably integrated in a common housing or are installed on a common support, this housing or this 20 support being preferably designed such that it can be put on by a user like conventional eyeglasses or like a helmet. Further components, such as, for example, a microphone, headphones, the mentioned device interface, the direction-of-view-determining module 42 and/or the retina scanner 43 can likewise be installed on/in this common support. Also possible are 25 communications terminals 4, 4, 4" *<sic. 4, 4', 4">*, which are executed (as a device) together with the display unit 41 as well as together with the last-mentioned further components, if applicable, in a common housing or on a common support.

As shown schematically in Figure 1, connected to the display unit 41 is 30 the direction-of-view-determining module 42, which determines the current direction of view of the eyes of the user through determination of the current eye positions of the user during viewing of picture objects, and is able to transmit it via the above-mentioned device interface to the mobile radio telephone 4. A direction-of-view determining module (eye tracker) which 35 determines current eye positions based on the position of the pupil of a user

has likewise been described in the above-mentioned patent application WO 94/09472, and can be extended by one skilled in the art such that the determined eye positions can be transmitted via the device interface to the mobile radio telephone 4; depending upon the embodiment, values for both 5 eyes can be made available. It should be mentioned here moreover that, in order to determine the actual direction of view of the user, which is not limited to the direction of view with respect to the display unit 41, determined eye positions can additionally be combined, for example in the mobile radio telephone 4, with captured head position, or head movement, captured as 10 horizontal and vertical head angles with respect to the horizontal and vertical plane by an additional body-part-position-determining module (not shown).

By means of the above-mentioned microelectromechanical scanner, respectively by means of an additional such microelectromechanical scanner, which can be used for capturing light reflected or emitted by objects in addition 15 to projecting light signals on the retina, the retinal pattern of a user can also be captured, in particular the pattern formed by the veins of the retina. For this purpose, the microelectromechanical scanner delivers the light reflected by the retina, for example by means of a beam splitter, to (at least) one light-sensitive element. Such a retina scanner, which can also be designed for polychrome 20 images and is suitable for capturing such retinal patterns, has been described, for instance, in the above-mentioned patent application WO 98/13720. The light values captured in the light-sensitive element(s) are digitalized in the retina scanner 43, for example, and from the reflection data obtained therefrom, the retinal pattern is generated, for example by means of a subtraction 25 operation from projected and reflected light. The capturing of retinal patterns by the retina scanner 43, which comprises the above-described components for capturing the retinal pattern, can be initiated by means of a corresponding command, for example, which is sent from the mobile radio telephone 4 to the retinal scanner 43 via the device interface. It is also possible for the retina 30 scanner 43 to be provided with a separate light source for determining the retinal pattern, for instance an LED (Light Emitting Diode) or a laser, whose light rays are projected on the retina as a grid of picture points or light points, for instance by means of a suitable microelectromechanical movable mirror, so that the captured reflection data, which, as mentioned above, are obtained from 35 the reflected light rays, correspond to the retinal pattern. This direct capturing

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of the retinal pattern can take place during simultaneous viewing of picture objects by the user if the separate light source emits light containing wavelengths other than the light signals corresponding to the picture objects, for instance if the light source is an infrared light source, and if the light-sensitive element used is correspondingly designed for this light.

5

It should be mentioned here that although, in this preferred embodiment example, only the capturing of retinal patterns as eye features has been gone into, other eye patterns can also be captured, for instance patterns of the iris.

One skilled in the art will understand that, in the sense of the present

10 invention, components used by the virtual retinal display unit 41, the direction-of-view-determining module 42 and the retina scanner 43, such as pivotable microelectromechanical mirrors, light sources, light-sensitive elements and/or programmable processors, can be combined in different embodiment variants of the display unit 41, of the direction-of-view-determining module 42 and of the

15 retina scanner 43, or separate components can be used in each case for the display unit 41, the direction-of-view-determining module 42 and the retina scanner 43. It is also possible for individual components to be able to be replaced by components with combined function, for instance an LED light source and a light-sensitive element.

20 The media center 3 consists of one or more computers connected to one another, in particular high-capacity servers, which have a communications module 21 which is equipped with the necessary hardware and software components for communication via the communications network 3 with the communications terminals 4, 4', 4'', and via the communications network 5,

25 which can be designed like the communications network 3, with communications terminals 6 of providers, who offer for sale products and/or services, for instance. As is shown schematically in Figure 1, the media center 2 is connected to various databases 291-294. These databases 291-294 can be executed on separate computers connected to the media center 2 and/or

30 can be executed jointly of the same computer(s) as the media center 2. The databases 291-294 can also be executed in a joint database. For storing their data, the databases 291-294 comprise suitable data carriers which can be designed differently depending upon the volume and necessary access time of the data stored thereon. The media center 2 comprises further functional

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modules 22-27, which are achieved either as programmed software modules stored in a memory of the media center 2 and executable on a processor of the media center 2, or are achieved as a combination of such software modules with suitable hardware components, or are achieved purely as hardware components.

It should be made clear here that the arrows shown in Figure 1 connecting the functional modules 24-27 and the databases 291-294 are provided for better understanding of the data flow, described later, between these modules and components, but that these arrows do not illustrate in any limiting way the technical achievement of the communication channels, or respectively interfaces, between these modules and components.

An interested user can contact the media center 2 with his communication-capable communications terminal 4, 4', 4" via the communications network 3, for example through automated or manual selection of a corresponding service number of the media center 2. After successful contact, for instance upon inquiry of the media center 2, the communications terminal 4 transmits user identification data for the respective user via the communications network 3 to the media center 2, where they are received, for example by the communications module 21, and are forwarded to the interests-determining module 25. The user identification data are temporarily stored in the media center 2, for assignment of a respective user to his communications terminal 4, 4', 4" the user identification data being assigned an identification relating to the communications terminal 4, 4', 4" from which the user identification data were received, or relating to the communications connection (session) with this communications terminal 4, 4', 4". The user identification data comprise, for example, biometric user features, for instance fingerprints, eye patterns, facial features and/or voice patterns which are stored, for example, on a chipcard 44 removably connected to the communications terminal 4, or which are captured through suitable sensors of the communications terminal 4. The eye pattern is, for example, a retinal pattern which is captured by the above-mentioned retina scanner 43. The user identification data can also comprise further elements, for example an unambiguous user identification that can be used internationally, e.g. an International Mobile Subscriber Identity (IMSI) for identification at a network operator or a user identification, for instance an International Debit User

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Identification (IDUI) for identification at financial services providers, e.g. banks and/or credit card companies, or which can be used for unambiguous identification of the user by a provider or a group of providers, e.g. a membership number.

- 5 By means of IVR (Interactive Voice Response) or speech recognition services or through transmission of menu structures shown in each case on a display unit of the respective communications terminal, for instance in the form of a software program, e.g. a Java applet (Java is a registered trademark of the company Sun Microsystems), the media center 2 can make it possible for the
- 10 user to select from among different available service offers and/or media offers, in particular film offers. Corresponding to the selection made by the user, or otherwise corresponding to a selection made by the media center 2, for instance on the basis of a user interests profile stored in the user interests database 292, which is assigned to the received user identification data, media
- 15 objects, in particular video objects, are then transmitted from the media center 2, for instance free of charge, over the communications network 3 to the communications terminal 4 of the respective user, where they are made visible to this user by means of the display unit 41. The media objects thereby correspond to films which are stored in the video database 293, or the video
- 20 objects are generated by a video synthesizer 27 of the media center 2 from media objects which are stored in the media object database 294. The generation of video objects by the video synthesizer 27 makes possible automatic production of synthetic or virtual films, for instance according to object-oriented scripts.
- 25 While the viewer is viewing the media objects transmitted by the media center 2, in particular video objects and picture objects, made visible by means of the display unit 41, the current direction of view of at least one eye of the user is continuously determined by the direction-of-view-determining module 42 of the communications terminal 4, for instance periodically according to a
- 30 predefined time period, or in each case upon inquiry by the media center 2, and is transmitted over the communications network 3 to the media center 2, for instance together with a time indication or an indication for identification of the currently shown media object 2. Determined by a direction-of-view-evaluation module 23 of the media center 2 on the basis of the current direction of view, received in the media center 2, of a viewer, is the media object, or respectively

video object or picture object, lying in the current direction of view of the video and/or picture objects viewed by the user, which have been transmitted by the media center 2 to the communications terminal 4, 4', 4" of the user. This media object, or video object or picture object, is thereby determined in that, from the current direction of view with respect to the display unit 41, the coordinates are determined of the viewed spot of the media object (picture or video object) being made visible to the user at this point in time, and, on the basis of these coordinates, the media object, or video object or picture object is determined which is located at this spot. An object reference to the thus determined media object, or video object or picture object, is made available by the direction-of-view-evaluation module 23 to other modules of the media center 2, for instance the interests-determining module 25, for further use.

The object references to the determined media objects, or video or picture objects are stored assigned to the user identification data for the respective user by the interests-determining module 25 of the media center 2, and, for instance on the basis of the frequency and/or duration with which these media objects or video or picture objects are viewed by the respective user, a user interests profile is created, or updated, which is stored, assigned to the user identification data for the respective user, in the user interests database 292. In creating the user interests profile, media object information, in particular video and/or picture object information, is taken into consideration by the interests-determining module 25, which information is stored in each case, assigned to the respective media object or video or picture object, in the media object database 294, or respectively picture object database 291. For composite media objects that are stored in the video database 293, media objects, or video or picture objects of which the media objects in the video database 293 are composed, as well as associated media object information, or video or picture object information are stored in the media object database 294 and/or in the picture object database 291. In particular for media objects or video or picture objects relating to products and/or services, media object information or video or picture object information, comprises, for example, data concerning these products and/or services, for instance types, names, structured classifications, costs, technical features and/or outer appearance (design, color), and/or data relating to the provider(s) and/or manufacturers of such products and/or services, for instance branch, name, address, number of

employees, financial conditions and/or founding year of the firm. Correspondingly, the user interests profile comprises, for example, data relating to products and/or services in which the respective user is interested, for instance type, name, structured classifications, costs, technical features and/or outer appearance (design, color), and/or data relating to provider and/or manufacturer of such products and/or services in which the respective user is interested, e.g. branches, names, addresses, number of coworkers, financial conditions and/or founding year. Data about the service and/or media offers, in particular film offers, in which the respective user is interested can also be contained in the user interests profile. It is also possible for user interests profiles to be defined by the user himself on-line, for example over the communications network 3, or respectively off-line, and updated directly, or at a later point in time, in the user interests database 292.

On the basis of the user identification data received from a respective user, the user interests profile assigned to these user identification data in the user interests database 492 <sic. 292> is determined in the media center 2 by a media object determining module 26. On the basis of the determined user interests profile, the media object determining module 26 determines the media objects, which are stored in the media object database 294, or picture objects, which are stored in the picture object database 291 in which the respective user could be interested. For this purpose, the correlation between the user interests profile and the media object information, or the picture object information, is determined by the media object determining module 26, which information is stored in the media object database 294, or respectively the picture object database 291, associated in each case with the media objects or the picture objects. Thereby varied -- for instance depending upon how many data are contained in a respective user interests profile -- can be the correlation factor, i.e. the degree of agreement between user interests profile and the media object information or picture object information set as a prerequisite for a media object or a picture object to be classified by the media object determining module 26 as interesting for the respective user. A minimal correlation between user interests profile and the media object information or picture object information, is, for instance, the e.g. semantic agreement with at least one data element. Object references to media objects stored in the media object database 294 or to picture objects stored in the picture object database

291, which are classified as interesting for the user, are forwarded by the media object determining module 26 to the video synthesizer 27. The temporal sequence of execution of the forwarding of object references to the video synthesizer 27 is thereby controlled by the media object determining module

5 26, for example, in particular if numerous media objects, respectively picture objects, are classified as interesting for the user. The media object determining module 26 can also limit the number of object references sent to the video synthesizer 27 to a predefined number, this number being defined, for instance, as number per unit of time, and object references to media objects or picture

10 objects having the highest determined correlation being preferably forwarded in a preferential way.

The video synthesizer takes from the object database 291 in each case the picture object corresponding to an object reference, and inserts it into the video objects that are transmitted from the video database 293 to the

15 communications terminal 4 of the respective user from whom the respective user identification data were received. The coordinates, at which the picture object is inserted into the video object can be predefined, for example, or can be determined with a random algorithm. Besides the integration of picture objects into the picture region of the video object perceived by the user, picture

20 objects can also be inserted into the video objects such that they interrupt the video sequence from the perspective of the user in that they fill the entire picture region. In addition to insertion of picture objects into video objects, the video synthesizer can also generate video scenes, respectively films, synthetically in that media objects are taken from the media object database

25 294, in particular media objects for which the object references have been received from the media object determining module 26, and are put together, for instance according to a predefined script, as new composite media objects or video objects which are transmitted to the communications terminal 4 of a respective user. Picture objects, for which object references have been

30 received from the media object determining module 26, can likewise be inserted by the video synthesizer into such synthetically generated media objects, respectively video objects. It should be mentioned here once again that the picture objects from the picture object database 291, which are inserted into the media objects or video objects, are not limited to still pictures only, but

35 that they can also contain moving pictures, even audio objects. For statistical

evaluations, forwarded object references can be stored in the media center 2 and numerically recorded.

In an embodiment variant, the picture object information for the picture objects also includes an order number comprising an identification of a product and/or service as well as an identification of a provider of this product and/or of this service, for example. Such picture objects can be marked for the user with a visible graphic identification, for instance. If a user is viewing such a picture object and at the same time transmits a predefined order command to the media center 2, for instance by means of spoken language or with operating elements 45 of the communications terminal 4 or by immediately afterwards looking at a control icon made visible to the user by the display unit 41, an order is initiated by the order module 22 in the media center 2. An order is thereby generated comprising the order number as well as data for unambiguous identification of the respective user, following corresponding confirmation by the respective user, if applicable, and is sent to the respective provider, for instance by e-mail, by fax or by means of conventional mail. Although user identification data with biometric features make it possible to identify a user again unambiguously, further user-specific data, such as, for example, name and address, in particular delivery address, should be associated with these user identification data for completion of an order. If such data are not available in the media center 2, it is advantageous if the user identification data contain an alternative or additional unambiguous user identification, for example an IMSI (International Mobile Subscriber Identity), which can be used by the operator of the communications network 3 to identify the respective user and to complete the order with further data on the user, for instance from a subscriber database, before the data are forwarded to the respective provider.

To enable providers of products and/or services to have picture objects distributed relating to their products and/or services over the described system for user-specific distribution of picture objects, the media center 2 has a picture object input module 24 which these providers can access over the communications network 5 by means of suitable communications terminals 6 and by means of suitable access software, for example browsers. Besides predefined input forms for entry of picture object information, the picture object input module 22 can also make available to providers conversion and editing

tools, for example, to facilitate the entry of picture objects, for instance, having a different format from that used by the media center 2. Picture objects and associated picture object information input via the picture object input module 22 are stored in the picture object database 291 by the picture object input module 22. A monetary amount depending upon the number and/or the data volume of the stored picture objects and associated picture object information can be billed to the providers, for example. This monetary amount can also be calculated depending upon the storage duration (which can be limited, for example) of these picture objects in the picture object database 291 and/or upon the number of transmissions of the picture objects to communications terminals 4, 4', 4" of interested users.

The system and method according to the invention for distribution of picture objects makes possible a user-specific distribution of picture objects according to user interests profiles. Through the system and the method for user-specific distribution of picture objects, moreover, these user interests profiles can also be determined automatically without respective users having thereby to enter data. The described system and method can also capture user identification data for respective users automatically without the user having to enter data for this purpose, and assign determined user interests profiles to these user identification data. Through the storage and assignment of determined user interests profiles and user identification data, the user interests profiles can be re-assigned to a respective user at later points in time, which can take place anonymously, for example, i.e. without knowledge of the identity of the respective user, if no further personal data are assigned to the user identification data that would make it possible to establish the identity of the respective user. The system and method according to the invention for distribution of picture objects offers in particular providers of products and/or services a platform for automatic and user-specific distribution of advertising relating to their products and/or services, the providers also being in particular informed through statistical information about how frequently and/or how long their picture objects are viewed by users, for instance compared to picture objects of other providers. If the mentioned anonymity is not desired, further identification data for respective users can be stored assigned to the user identification data, for example with the consent of the respective user given on-line. Statistical information can also be made available to interested

providers about the overall state of interests of users of the system for distribution of picture objects.

**Claims**

1. A system (1) for distributing picture objects comprising a communications network (3), at least one media center (2) connected to this communications network (3), a user interests database (292) connected to the media center (2), in which user interests database (292) user interests profiles are stored, a picture object database (291) connected to the media center (2), in which picture object database (291) the picture objects and picture object information assigned to these picture objects are stored, and one or more communications terminals (4, 4', 4'') connectible to this communications network (3) which each have a display unit (41) by means of which display unit (41) the picture objects are made visible to a user of one of the communications terminals (4), wherein

user identification data assigned to the user interests profiles are stored in the user interests database (292), and

15 the media center (2) comprises means of carrying out the following functions:

- receiving user identification data which are transmitted in each case by one of the communications terminal (4, 4', 4'') via the communications network (3) to the media center (2),

20 - determining the user interests profile which is assigned to the received user identification data,

- determining picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

25 - transmitting at least one of the selected picture objects over the communications network (3) to the respective communications terminal (4) from which the received user identification data were transmitted.

30 2. The system (1) according to claim 1, wherein the communications terminals (4) each comprise a direction-of-view-determining module (42) for determining the current direction of view of at least one eye of the user, and wherein the media center (2) comprises a direction-of-view-evaluation module

(23), which, on the basis of the current direction of view that is transmitted in each case by the respective communications terminal (4) over the communications network (3) to the media center (2), and on the basis of video objects and/or picture objects transmitted from the media center (2) over the 5 communications network (3) to the respective communications terminal (4), determines picture objects being viewed by the user of the respective communications terminal (4).

3. The system (1) according to claim 2, wherein the media center (2) comprises an interests-determining module (25) which, on the basis of the 10 picture objects selected through the direction-of-view-evaluation module (23), determines user interests profiles and stores them in the user interests database (292).

4. The system (1) according to one of the claims 2 or 3, wherein the picture object information includes order numbers, the user identification data 15 for a respective user include an unambiguous user identification, and the media center (2) includes an order module (22) which initiates an order for one of the selected picture objects, for which order the order number assigned to this picture object and the unambiguous user identification of the respective user are used.

20 5. The system (1) according to one of the claims 1 to 4, wherein the media center (2) comprises means for inserting the selected picture objects into video objects, which video objects are transmitted from the media center (2) over the communications network (3) to a respective communications terminal (4), where they are made visible to the user of the respective communications 25 terminal (4) by means of the display unit (41).

6. The system (1) according to claim 5, wherein it includes a video synthesizer (27) for generating video objects from stored media objects, the media objects to which media object information is assigned being selected such that the media object information has at least one correlation with the 30 information from the determined user interests profile.

7. The system (1) according to one of the claims 1 to 6, wherein the user

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identification data include biometric user features, and the communications terminals (4) have sensors (43) for capturing these biometric user features.

8. The system (1) according to claim 7, wherein the biometric user features comprise retinal patterns, and the sensors (43) comprise micro-electromechanical scanners for capturing these retinal patterns.
9. The system (1) according to one of the claims 1 to 8, wherein the display unit (41) comprises a virtual retinal display unit which projects light signals corresponding to video objects and/or picture objects directly onto the retina of the user.
10. The system (1) according to one of the claims 1 to 9, wherein the communications network (3) comprises a mobile radio network, and the communications terminals (4, 4', 4'') comprise mobile radio devices.
11. The system (1) according to one of the claims 1 to 10, wherein it comprises a picture object input module (24) for receiving picture objects and assigned picture object information relating in each case to products and/or services and being entered via a communications network (5) by providers of such products and/or services, and for storing the received picture objects and assigned picture object information in the picture object database (291).
12. A method for distributing picture objects, in which method the picture objects are taken from a picture object database (291) connected to a media center (2), in which picture object database (291) picture objects and picture object information assigned to these picture objects are stored and are transmitted by the media center (2) over a communications network (3) to one or more communications terminals (4, 4', 4'') connectible to this communications network (3), and in which method the picture objects are made visible to a user of one of the communications terminals (4) in each case by means of a display unit (41) of the communications terminal (4), wherein
  - user identification data are received by the media center (2) which data are transmitted in each case over the communications network (3) to the media center (2) by one of the communications terminals (4),
  - the user interests profile assigned in each case to the received user

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identification data is determined by the media center (2) from a user interests database (292) connected to the media center (2), in which database user interests profiles and user identification data assigned to these user interests profiles are stored,

5 selected by the media center (2) from the picture object database (291) are picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

10 at least one of the selected picture objects is transmitted by the media center (2) over the communications network (3) to the respective communications terminal (4) from which the received user identification data were transmitted.

13. The method according to claim 12, wherein the current direction of view of at least one eye of the user is determined in each case by a direction-of-view-determining module (43) of the respective communications terminal (4), the determined current direction of view is transmitted in each case by the respective communications terminal (4) over the communications network (3) to the media center (2), and picture objects which are viewed by the user of the respective communications terminal (4) are determined by a direction-of-view-evaluation module (23) of the media center (2) on the basis of the determined current direction of view and on the basis of video objects and/or picture objects which have been transmitted from the media center (2) over the communications network (3) to the respective communications terminal (4).

14. The method according to claim 13, wherein user interests profiles are determined by an interests-determining module (25) of the media center (2) on the basis of the picture objects selected through the direction-of-view-evaluation module (23) and are stored in the user interests database (292).

15. The method according to one of the claims 13 or 14, wherein the picture object information includes order numbers, the user identification data for a respective user includes an unambiguous user identification, and an order is initiated by an order module (22) of the media center (2) for one of the

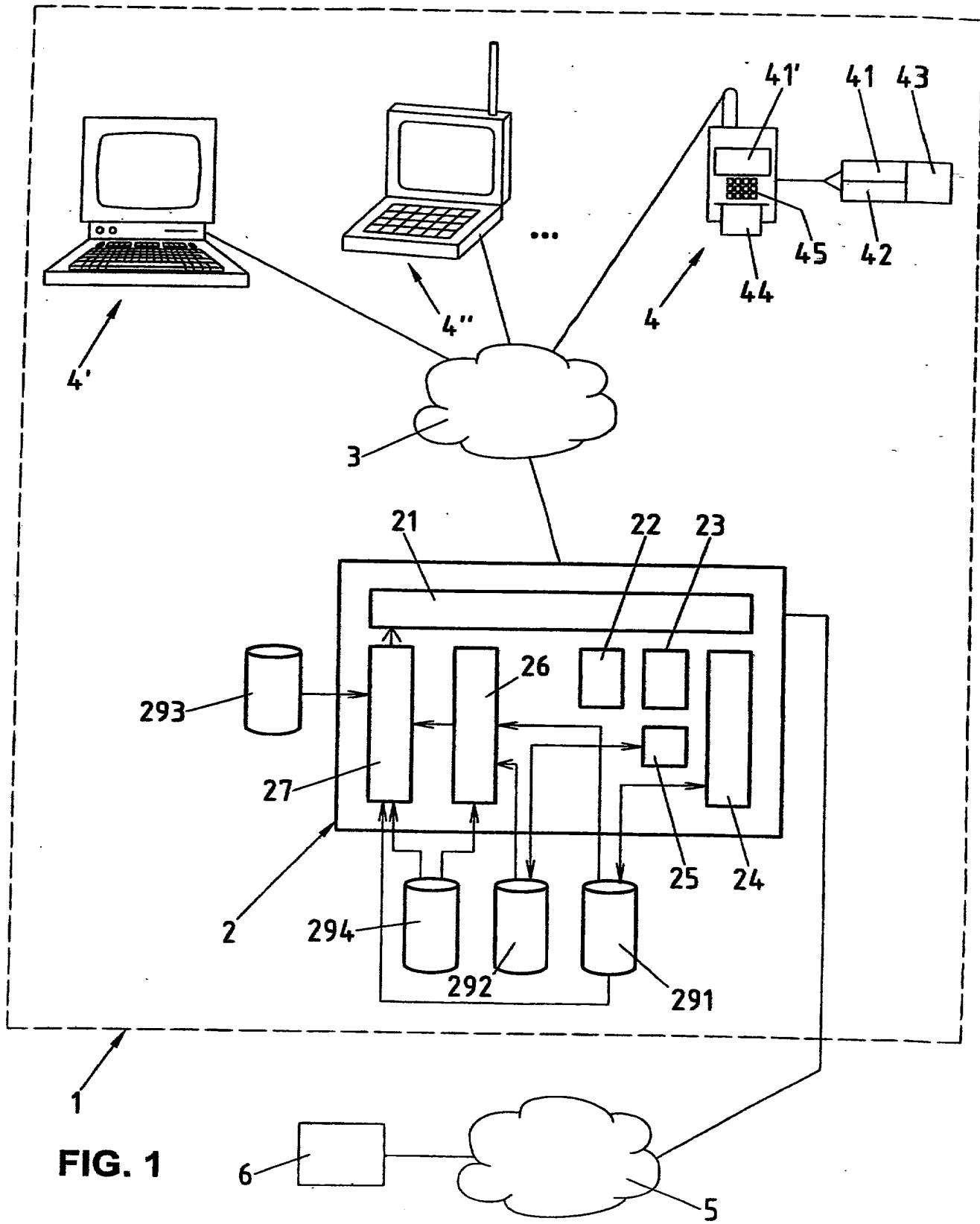
selected picture objects, the order number assigned to this picture object and the unambiguous user identification of the respective user being used for the order.

16. The method according to one of the claims 12 to 15, wherein the selected picture objects are inserted in video objects by the media center (2), which video objects are transmitted from the media center (2) over the communications network (3) to a respective communications terminal (4), where they are made visible to the user of the respective communications terminal (4) by means of the display unit (41).
- 10 17. The method according to claim 16, wherein the video objects are generated by a video synthesizer (27) from stored media objects, the media objects, to which media object information is assigned, being selected such that the media object information has at least one correlation with the information from the determined user interests profile.
- 15 18. The method according to one of the claims 12 to 17, wherein biometric user features are captured in the communications terminals (4) by means of sensors (43), which biometric user features are inserted into the user identification data.
- 20 19. The method according to claim 18, wherein retinal patterns are captured by means of microelectromechanical scanners, which retinal patterns are inserted into the user identification data.
- 25 20. The method according to one of the claims 12 to 19, wherein light signals corresponding to video objects and/or picture objects are projected directly onto the retina of the user by means of a virtual retinal display unit (41).
21. The method according to one of the claims 12 to 20, wherein the communications network (3) comprises a mobile radio network and the communications terminals (4, 4', 4'') comprise mobile radio devices.
- 30 22. The method according to one of the claims 12 to 21, wherein picture objects and associated picture object information relating in each case to products and/or services and entered over a communications network (5) by providers of such products and/or services are received in the media center (2) and are stored in the picture object database (291).

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**Declaration and Power of Attorney For Patent Application**  
***Erklärung Für Patentanmeldungen Mit Vollmacht***

Als nachstehend benannter Erfinder erkläre ich hiermit an  
Eides Statt:

dass mein Wohnsitz, meine Postanschrift, und meine Staatsangehörigkeit den im Nachstehenden nach meinem Namen aufgeföhrten Angaben entsprechen.

dass ich, nach bestem Wissen der ursprüngliche, erste und alleinige Erfinder (falls nachstehend nur ein Name angegeben ist) oder ein ursprünglicher, erster und Miterfinder (falls nachstehend mehrere Namen aufgeführt sind) des Gegenstandes bin, für den dieser Antrag gestellt wird und für den ein Patent beantragt wird für die Erfindung mit dem Titel:

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(zutreffendes ankreuzen)

hier beigefügt ist.

am \_\_\_\_\_ unter der

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eingereicht wurde und am \_\_\_\_\_  
abgeändert wurde (falls tatsächlich abgeändert).

Ich bestätige hiermit, dass ich den Inhalt der obigen Patentanmeldung einschliesslich der Ansprüche durchgesehen und verstanden habe, die eventuell durch einen Zusatzantrag wie oben erwähnt abgeändert wurde.

Ich erkenne meine Pflicht zur Offenbarung irgendwelcher Informationen, die für die Prüfung der vorliegenden Anmeldung in Einklang mit Absatz 37, Bundesgesetzbuch, Paragraph 1.56(a) von Wichtigkeit sind, an.

Ich beanspruche hiermit ausländische Prioritätsvorteile gemäss Abschnitt 35 der Zivilprozeßordnung der Vereinigten Staaten, Paragraph 119 aller unten angegebenen Auslandsanmeldungen für ein Patent oder eine Erfindersurkunde, und habe auch alle Auslandsanmeldungen für ein Patent oder eine Erfindersurkunde nachstehend gekennzeichnet, die ein Anmelde datum haben, das vor dem Anmelde datum der Anmeldung liegt, für die Priorität beansprucht wird.

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

System and Method for Distribution of  
Picture Objects

the specification of which  
(check one)

is attached hereto.  
 was filed on 1 February 2002 as  
Application Serial No. PCT/CH 00/00053  
and was amended on \_\_\_\_\_  
(if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

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Prior Foreign Applications  
(Frühere ausländische Anmeldungen)

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(Number) (Nummer)	(Country) (Land)
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Ich beanspruche hiermit Prioritätsvorteile unter Title 35, US-Code, § 119(e) aller US-Hilfsanmeldungen wie unten aufgezählt.

(Application No.) (Aktenzeichen)	(Filing Date) (Anmeldetag)
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(Application No.) (Aktenzeichen)	(Filing Date) (Anmeldetag)
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(Application No.) (Aktenzeichen)	(Filing Date) (Anmeldetag)
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Ich erkläre hiermit, daß alle in der vorliegenden Erklärung von mir gemachten Angaben nach bestem Wissen und Gewissen der Wahrheit entsprechen, und ferner daß ich diese eidesstattliche Erklärung in Kenntnis dessen ablege, daß wissentlich und vorsätzlich falsche Angaben oder dergleichen gemäß § 1001, Title 18 des US-Code strafbar sind und mit Geldstrafe und/oder Gefängnis bestraft werden können und daß derartige wissentlich und vorsätzlich falsche Angaben die Rechtswirksamkeit der vorliegenden Patentanmeldung oder eines aufgrund deren erteilten Patentes gefährden können.

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(Day/Month/Year Filed) (Tag/Monat/Jahr der Anmeldung)
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(Status) (patented, pending, abandoned) (Status) (patentiert, schwebend, aufgegeben)
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(Status) (patented, pending, abandoned) (Status) (patentiert, schwebend, aufgegeben)
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

## German Language Declaration

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**POWER OF ATTORNEY:** As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

30  
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(Supply similar information and signature for third and subsequent joint inventors.)